



Mentoring Programme

Let me show you how to create your own successful Virtual Assistant business that fits in with your lifestyle!



- Would you like to create a business and a lifestyle that you love?
- Would you love to work with fantastic clients anywhere in the world from your own home?
- Do you want to use your skills and expertise to help others?
- Are you fed up with 'jobs' that just don't inspire you?
- Are you desperate to escape the rat race and your exhausting commute?
- Do you have children, and want to fit work in around them, but can't find anything suitable?
- Would you like the flexibility to work anywhere?

Well, this was ME answering a resounding YES! to most of these questions 5 years ago.

I was stuck in a rut with my career and desperately seeking a change. Today, my life couldn't be more different! **I run a successful Virtual Assistant business, based in Bristol, working with over 10 fantastic clients across the UK;** all of whom are leaders in their industry.

If you are an experienced Corporate PA, Secretary or Administrator have you considered running your own business and becoming a Virtual Assistant?

This could be a great move for several reasons:-

Firstly, it's the perfect time: there is an ever increasing demand for highly skilled VAs amongst business owners and small companies, as the benefits of flexible admin support is being realised more and more.

Secondly, you already have the skills & experience to get started! As a PA, Secretary or Administrator, you've already gained the skills, knowledge and experience you need to become a successful Virtual Assistant.

Thirdly, as a VA you have the flexibility to work how YOU want: many new VAs start their business when facing a life change such as redundancy or becoming a mother. By running your own business as a VA, you are able to shape your working life around your personal circumstances.

These are exciting times to start a VA business!



My name is Emma Bibby and I'll start with my own story... After graduating from University, **I lived and worked in London for many years.** I was in my 20s, and had a ball!

I started out working for CBS Outdoor as a Sales Executive, working with large clients, selling advertising space on the London Underground and National Bus. Clients included Clarins, Capital Radio and Norwich Union. From there I took on a role as International Account Manager at IPM (International Poster Management), **planning and buying outdoor advertising campaigns worldwide** for clients including the Egyptian Tourist Board, Vertu and Microsoft. I got to travel, and enjoyed the whole process from taking the brief, to working with design and advertising agencies to finally seeing my clients' campaigns 'up in lights' in places from Rome to Paris.

In 2005, an opportunity came to move to Bristol, and having thought about leaving London for some time, for a quieter life, I jumped at the chance. Initially, I continued working for IPM, travelling to London once a week. **But after a year, this became exhausting,** and I wanted to put down more permanent roots in Bristol. So took on a role with Pukka Herbs as their International Account Manager. I was responsible for supporting international distributors in 25 countries with their sales and marketing efforts.

I stayed at Pukka for almost 4 years, and loved their philosophy and products. However, it was at this time that I started to feel the pressure and stress of the role I had taken on. It was very demanding, and **I became confused and unsure of my future.**

I sought the advice of a top UK Life Coach, and together we explored ideas about possible avenues for me to take. **We looked at the skills and experience I had gained from my years in the corporate world,** and how I could utilise these doing something I loved, whilst giving me back control of my life.

I'd heard about Virtual Assistants and knew it was big in the US, with demand growing rapidly in the UK. Upon further investigation, I decided that this was the way forward. I not only got to combine my PA and account management skills, but I could choose to work with clients in industries that I am passionate about. What could be better!

Of course, I was apprehensive, as **I'd never worked for myself** – ever! I didn't have a clue where to start. But, step by step, I researched, investigated the possibilities for working with various businesses, networked, and marketed my business...and **over the past 5 years, I have built up a successful business.**

After approaching my manager at Pukka, **I was lucky enough to agree a part-time contract, in order to spend time developing my business.** Then, three years ago, **I took the big leap, and began to run my business full-time.** I am now **earning more** than my full-time role at Pukka, with **the flexibility and freedom I'd dreamed of, living in rural Wiltshire.**

One of the most rewarding aspects of running my own business is that I have been on an incredible self-development journey. I **have had the opportunity to meet and work with some fascinating people, and I choose how I take my business, and my life forward.** It's in my hands, rather than the hands of an ever changing management team...and that feels great!

Over the years I've met many inspiring business owners, and love to hear about their success stories. I enjoy the supportive environment amongst the self-employment community, and I have become **passionate about sharing my knowledge and helping others start up their own businesses.**

This is why I set up my VA Mentoring Programme; I want to share what I've learned and give others the opportunity to receive professional **support and advice to create their own thriving Virtual Assistant business.**

Over the years, I have invested a lot of time working with top life and business coaches, attending events and learning from my own experiences (good and bad!) of the VA industry, which I now share with those passionate about starting out in the industry.

By working with me as your VA business mentor, you will **receive a boost of confidence to get your VA business off the ground, with on-going support and advice on how to use your existing skill set to set up and manage your business successfully.**



Whilst this may all sound very exciting, most new VAs, or those considering going into business face common concerns:-

- How do I overcome nerves and lack of confidence?
- Who would want my services?
- Where would I find clients?
- How do I market my business and sell myself?
- How will I survive financially working for myself?
- How do I structure my business to ensure its success?
- What services should I offer and how much should I charge?

This is exactly why I set up my Mentoring Programme, to answer these and many questions and to offer on-going expertise and support as you embark on your journey of setting up in business.



Who I work with

In order to get the most out of my mentoring programme, these are the clients I work with.

- Experienced Corporate PAs, Secretaries and Administrators who are enthusiastic and serious about starting their own business.
- They want step-by-step advice and support to get their new business venture off the ground and strategies for growing their business and making it a success.

- Action-orientated and ambitious people who are willing and have the financial resources to invest in their business and themselves.
- Those committed to taking consistent action to implement the strategies they learn to steadily begin and grow their business.

What will we cover during the mentoring programme?

- 1) **What is a Virtual Assistant?**
We will look at the growing popularity of the VA in the business world, and the benefits for businesses employing the services of a VA and what that means for you.
- 2) **Making the transition from employee to self-employed**
If you are currently in employment we will look at the essential steps to making the transition, and some key strategies to prepare yourself to plan the move.
- 3) **What are your unique skills and experience? Building your brand**
You will have developed some great skills and experience during your career. Together we will discuss what these are, so that you can highlight these to potential clients. It will also help you decide on the area of expertise you want to focus on.
- 4) **What you can offer your clients**
Once we have clearly defined the unique skills and experience you have to offer, it will give you the foundation for the services you can offer your potential client base.
- 5) **Research**
When setting up a new business it is important to research what your competitors are doing, so that you know where to position yourself in the market. There is also a wealth of information available to new business start-ups, and we will look at what would be specifically useful for you.
- 6) **Setting up your business: An Overview**
Here we will look at the key Dos and Don'ts of setting up a new business, and the best way to build a suitable support network to keep you focused along the way.
- 7) **Identifying your niche client base**
It is a common misconception that if you only focus on a specific group of clients, you will miss out on business. However, it is imperative that you define your niche as this will help you create a focused marketing strategy to reach your defined group.
- 8) **Finances**
To be a success in business, you need to be in control of your finances from the beginning. We will look at ways of getting this part of your business organised from the outset, and how to manage your invoicing, bookkeeping etc. on an on-going basis.
- 9) **Office systems**
One of the benefits of setting up as a VA is that you have relatively low overheads. Here I will show you the basics needed to get going, and how to manage your workload and hours using some great systems.

- 10) Marketing & PR, including Social Media**
It goes without saying that without regular marketing you will not have a business. You need to let people know how great you are! Together we will work out a strategy to get you noticed and more importantly to get you clients!
- 11) Networking**
Networking is a great way to connect with other business owners and build one element of your 'tribe', or business support network. Not only that, but networking is important so that people can get to know you and your work, with the aim to receive referrals for work.
- 12) Managing your clients**
Managing your clients' expectations and your own time are very important aspects of running a business. You will discover how to set boundaries to ensure you are clear about when you will deliver work and your working hours.
- 13) Taking your business to the next level**
Once you have been running your business for a while, and have found your place in the market, and feel comfortable in the work you are doing, you may decide to take your business to the next level. This may involve building a team of VAs, outsourcing work, taking on larger contracts, providing information products or courses, offering workshops – the world is your oyster! That's the beauty of running your own business, you can decide the direction you take it in, and we'll spend some time looking at the possibilities.
- 14) Getting a plan in place**
A business plan is an essential element of starting a business. It will allow you to get really clear on your objectives, finances, goals and timelines for starting the business. You can also use this as a working document that will evolve over time, and keep you on track.
- 15) Building a support network**
There's no avoiding it that at times running your business can be hard work, and it requires persistence, resilience and focus. It is therefore important to surround yourself with people that will be behind you along the way.
- 16) Creating a Vision Board**
If you are not familiar with Vision Boards, here we will discuss what they are, and how to create one that will both inspire and motivate you to keep the focus on your business goals.
- 17) Resources**
This last section of the programme is where I will provide you with some great additional information resources for you to use if and when you need them going forward.

I've developed each of these modules to provide you with the information and advice you need to complement the skills and experience that you already have. They will equip you with the business mindset and marketing know-how to find and retain the right clients, and to build a thriving business of loyal customers who value the support you give them, and the expertise you provide.



What you will receive with your 1-2-1 mentoring programme

- 4 months of personal and individually tailored 1-2-1 mentoring support
- 4 x 1 hour mentoring calls with me on Skype (1 call per month)
- Practical up-to-date expert advice and guidance on setting up and running your business
- One to one coaching sessions conducted on Skype and via email with support between sessions
- A fast response to answering your perplexing questions
- Individual exercises and action plans to help you achieve your goals
- A 50+ page Virtual Assistant Start Up Mentoring Programme Guide

Payment Options

- One easy payment for the full 4 months of mentoring - £595
- Spread payments with the convenient monthly instalment plan of £155 per month for 4 months
- VAT is not applicable on any payments



Four key reasons why you should invest in this Mentoring Programme

- Use your skills and experience as a PA, Secretary or Administrator to **make the transition to VA as effortless** as possible.

- **Earn a great income!** When you define your client niche and position yourself as an expert, you increase your value and are able to command higher rates.
- **Save yourself time and money.** Many new business owners make costly mistakes enrolling on numerous marketing, bookkeeping, coaching and other business courses as they navigate the best way to set-up and grow their business. Through this programme you will receive knowledge and advice in one place, based on many years of experience.
- **Learn how to market your business.** Lots of people can have a great idea for a business, but you have to know how to translate that into a sustainable income stream. By enrolling on this programme, you will learn how to effectively communicate what you have to offer to the right people.

How to get started...

Now that you have read through the programme guide do take some time to really connect with your dream for your business and ask yourself what it would feel like to have this level of support and resource in your life to make this a reality.

Write out exactly how different your life would be when you have achieved your vision and goals.

What will your life look like and how different will it be from where you are today?

Then if this feels right for you please contact me by emailing emma@assistantguru.co.uk or telephone 0796 837 7117 and we can set up a discovery session so that you can find out more about this exciting programme.

- If you decide to go ahead, after your payment is received, you'll be emailed a short questionnaire to complete and email back before the first session.
- We will book in sessions at a mutually convenient time that suits both our time zones and availability.
- You will need a Skype account (which is free).
- At the allocated time Emma will Skype you.
- At the end of the Skype session, you will receive a follow up email containing any recommendations/links/summary of what's been discussed plus any actions discussed/agreed with a timeframe.

I'm really looking forward to hearing how you get on!

Emma Coxon